**INTRODUCTION:** Good morning / afternoon, I am …… from **NEMS** market research, an independent market research company. We are conducting a short survey in (study centre) for Newcastle-under-Lyme Borough Council about shopping and other town centre services. Do you have 5 minutes to answer some questions?

**Q.A.** First of all, can I ask you do you work in any of the following?

**READ OUT:**
- Retail
- Market Research
- None of these

**CLOSE INTERVIEW**
- CLOSE INTERVIEW
- CONTINUE, GO TO Q.1

**ASK ALL:**

**Q.1** Why are you in (STUDY CENTRE) today?

**PROMPT UP TO 3 RESPONSES. CODE UP TO 3 RESPONSES**

1. Shopping for food only
2. Shopping for non-food goods only
3. Shopping for both food & non-food items
4. Window shopping
5. To visit the market
6. To visit a restaurant / café / public house
7. To have a walk / stroll around
8. To use services (e.g. bank, post office, hairdressers)
9. Work / business purposes
10. Healthcare (e.g. doctor, dentist, optician)
11. Social / leisure reason (e.g. meeting friends, going to gym)
12. Tourism (e.g. holiday, day trip)
13. Other (PLEASE WRITE IN)

14. (None)
15. (Don’t know)

**GO TO Q.3**

**ASK THOSE WHO ‘DID NOT’ MENTION SHOPPING FOR FOOD, NON-FOOD OR BOTH FOOD AND NON-FOOD AT Q.1, OTHERS GO TO Q.3:**

**Q.2** Do you intend to do any shopping in (STUDY CENTRE) today?

1. Yes
2. No
3. (Don’t know)

**GO TO Q.3**

**ASK THOSE WHO SAID ‘YES’ AT Q.2 OR RESPONDED ‘SHOPPING’ AT Q1, OTHERS GO TO Q.4:**

**Q.3** What do you intend to buy in (STUDY CENTRE) today?

**DO NOT PROMPT**

**CODE UP TO THREE RESPONSES:**

1. Food and groceries
2. Newspapers / magazines
3. Confectionery / tobacco
4. Clothing / footwear
5. Furniture / carpets / soft furnishings
6. Domestic electrical goods
7. Other electrical goods (TV, Hi-fi etc)
8. DIY / hardware / gardening
9. Other household goods
10. Gifts / jewellery / china and glass
11. Books / CDs / videos / toys / hobbies
12. Health / beauty / chemist items
13. Other (PLEASE WRITE IN)

14. (Don’t know)
ASK ALL

Q.4 How often do you visit (STUDY CENTRE) for food shopping?
DO NOT PROMPT. ONE ANSWER ONLY.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>1</td>
</tr>
<tr>
<td>Once a week or more</td>
<td>2</td>
</tr>
<tr>
<td>Less than once a week</td>
<td>3</td>
</tr>
<tr>
<td>Less than once a fortnight</td>
<td>4</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know/varies</td>
<td>6</td>
</tr>
<tr>
<td>Don’t do this activity</td>
<td>7</td>
</tr>
</tbody>
</table>

ASK ALL

Q.5 How often do you visit (STUDY CENTRE) for non-food shopping?
DO NOT PROMPT. ONE ANSWER ONLY.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>1</td>
</tr>
<tr>
<td>Once a week or more</td>
<td>2</td>
</tr>
<tr>
<td>Less than once a week</td>
<td>3</td>
</tr>
<tr>
<td>Less than once a fortnight</td>
<td>4</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know/varies</td>
<td>6</td>
</tr>
<tr>
<td>Don’t do this activity</td>
<td>7</td>
</tr>
</tbody>
</table>

ASK ALL

Q.6 How often do you visit (STUDY CENTRE) for leisure activities?
DO NOT PROMPT. ONE ANSWER ONLY.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>1</td>
</tr>
<tr>
<td>Once a week or more</td>
<td>2</td>
</tr>
<tr>
<td>Less than once a week</td>
<td>3</td>
</tr>
<tr>
<td>Less than once a fortnight</td>
<td>4</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know/varies</td>
<td>6</td>
</tr>
<tr>
<td>Don’t do this activity</td>
<td>7</td>
</tr>
</tbody>
</table>

ASK ALL:

Q.8 Do you intend to visit any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) today?
ONE ANSWER ONLY

<table>
<thead>
<tr>
<th>Option</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>(Don’t know)</td>
<td>3</td>
</tr>
</tbody>
</table>

ASK THOSE WHO SAID 'YES' AT Q.8, OTHERS TO Q.11:

Q.9 And what type of facilities do you intend to visit today?
DO NOT PROMPT. CAN BE MULTI-CODED. What others?

<table>
<thead>
<tr>
<th>Facility</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports facilities</td>
<td>1</td>
</tr>
<tr>
<td>Pubs / bars</td>
<td>2</td>
</tr>
<tr>
<td>Restaurants / café</td>
<td>3</td>
</tr>
<tr>
<td>Takeaway food</td>
<td>4</td>
</tr>
<tr>
<td>Walk about / look around</td>
<td>5</td>
</tr>
<tr>
<td>Theatre</td>
<td>6</td>
</tr>
<tr>
<td>Other (PLEASE WRITE IN)</td>
<td>7</td>
</tr>
<tr>
<td>(Don’t know)</td>
<td>8</td>
</tr>
</tbody>
</table>

ASK THOSE WHO SAID ‘SHOPPING’ AT Q.1, ‘YES’ AT Q2 OR ‘YES’ AT Q8, OTHERS GO TO Q11:

Q.10 Approximately how much will you spend in total on each of the following during your visit to (STUDY CENTRE) today?
ONE ANSWER PER COLUMN

<table>
<thead>
<tr>
<th>Category</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Grocery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-food</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating / drinking out</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ASK ALL:

Q.11 How did you travel to (STUDY CENTRE) today? DO NOT PROMPT ONE ANSWER ONLY

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than £5.00</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£5.01-£10.00</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£10.01-£20.00</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£20.01-£30.00</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£30.01-£40.00</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£40.01-£50.00</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£50.01-£75.00</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£75.01-£100.00</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>£100.01-£150.00</td>
<td>A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than £150.00</td>
<td>B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Don’t know)</td>
<td>C</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Refused)</td>
<td>D</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.12 ASK THOSE WHO RESPONDED ‘CAR DRIVER’ OR ‘CAR PASSENGER’ AT Q11
Where did you park today? DO NOT PROMPT ONE ANSWER ONLY

Newcastle-under-Lyme Town Centre

- Barracks Road 1
- Blackfriars Road 2
- Civic Offices, Corporation Street 3
- Former Sainsbury’s, Corporation Street (multi-storey) 4
- King Street 5
- Midway (multi-storey) 6
- Morrison’s, Goose Street 7
- Merrial Street 8
- Silverdale Road 9
- Vue Cinema/The Square, High Street (multi-storey) A
- Windsor Street B
- On-street (metered) C
- On-street (not metered) D
- Other (Please write) E
- Don’t know F

Kidsgrove Town Centre

- King Street 1
- Heathcote Street 2
- Meadows Road (Kidsgrove Railway Station) 3
- Tesco, Liverpool Road 4
- On-street (metered) 5
- On-street (not metered) 6
- Other (Please write) 7
- Don’t know 8

ASK ALL:

Q.13 How long did your journey take? DO NOT PROMPT ONE ANSWER ONLY

<table>
<thead>
<tr>
<th></th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 minutes</td>
<td>1</td>
</tr>
</tbody>
</table>
ASK ALL:
Q.14 Which of the following influenced you to come to (STUDY CENTRE) today?
DO NOT PROMPT. ONE ANSWER ONLY.
- Close to home
- Close to work
- Attractive environment/nice place
- Good public transport
- Medical services
- Job Centre
- Financial services
- Library
- Market
- Leisure facilities
- Ease of parking
- Competitive prices
- Arts and Heritage Centre
- Visit a particular shop
- Other (PLEASE WRITE IN)
- (None of these)

ASK ALL:
Q.15 Which other shopping centres, towns or retail parks do you use regularly, (i.e. at least once every three months) ?
DO NOT PROMPT. PROBE FULLY: What others?
- (No other centre)
- Birmingham City Centre
- Burslem Town Centre
- Chester City Centre
- Congleton Town Centre
- Crewe Town Centre
- Leek Town Centre
- Longton Town Centre
- Macclesfield Town Centre
- Manchester City Centre
- Meir Town Centre
- Newcastle-under-Lyme Town Centre
- Nottingham City Centre
- Stafford Town Centre
- Stoke Town Centre
- Stoke-on-Trent City Centre (Hanley)
- Telford Town Centre
- Tunstall Town Centre
- Other (PLEASE WRITE IN)
- (Don’t know)

ASK ALL:
Q.16 Approximately how much time will you spend in the shopping area in (STUDY CENTRE) today?
DO NOT PROMPT. ONE ANSWER ONLY
- 0-15 minutes
- 16-30 minutes
- 31 minutes – under 1 hour
- 1 – 1 ½ hours
- Over 1 ½ - 2 hours
- Over 2-3 hours
- Over 3 hours
- (Don’t know)

ASK ALL:
Q.17 How often do you shop in (STUDY CENTRE) ?
ONE ANSWER ONLY
- Everyday

- 4 -
Q.18 Compared to other centres you visit regularly how do you rate the (STUDY CENTRE) in respect of the following factors? READ OUT. ONE ANSWER PER STATEMENT

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very good</th>
<th>Quite good</th>
<th>Neither good nor poor</th>
<th>Quite Poor</th>
<th>Very Poor</th>
<th>(Don’t know)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility by car</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Availability of parking</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Parking charges</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Traffic congestion</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Accessibility by public transport</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Personal safety</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Range of non-food shops</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Range of food shops</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Quality of food shops</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Quality of non-food shops</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>Range of retail warehousing/retail parks</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Daytime entertainment/leisure facilities</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Evening Entertainment and leisure facilities</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
</tr>
<tr>
<td>Theatres</td>
<td>E</td>
<td>E</td>
<td>E</td>
<td>E</td>
<td>E</td>
<td>E</td>
</tr>
<tr>
<td>Cinemas</td>
<td>F</td>
<td>F</td>
<td>F</td>
<td>F</td>
<td>F</td>
<td>F</td>
</tr>
<tr>
<td>Town Centre events</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
<td>G</td>
</tr>
<tr>
<td>Liveliness / street life / character</td>
<td>H</td>
<td>H</td>
<td>H</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>Quality / number of places to eat-drink</td>
<td>I</td>
<td>I</td>
<td>I</td>
<td>I</td>
<td>I</td>
<td>I</td>
</tr>
<tr>
<td>General shopping environment</td>
<td>J</td>
<td>J</td>
<td>J</td>
<td>J</td>
<td>J</td>
<td>J</td>
</tr>
<tr>
<td>Attractiveness of built environment</td>
<td>K</td>
<td>K</td>
<td>K</td>
<td>K</td>
<td>K</td>
<td>K</td>
</tr>
<tr>
<td>Planting / landscaping</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td>Layout of centre</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>Public toilets</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>The Market</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

Q.19 What improvements would you like to see made in (STUDY CENTRE)? DO NOT PROMPT CODE UP TO THREE RESPONSES:

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing in particular</td>
<td>1</td>
</tr>
<tr>
<td>Increase the range of national / multiple chain stores</td>
<td>2</td>
</tr>
<tr>
<td>Increase the range of local / speciality retailers</td>
<td>3</td>
</tr>
<tr>
<td>Improve quality of shops and services</td>
<td>4</td>
</tr>
<tr>
<td>Improve the appearance of the town centre</td>
<td>5</td>
</tr>
<tr>
<td>Improve the market</td>
<td>6</td>
</tr>
<tr>
<td>Make the centre safer (more CCTV, policing, better lighting etc)</td>
<td>7</td>
</tr>
<tr>
<td>Remove/reduce traffic congestion</td>
<td>8</td>
</tr>
<tr>
<td>Provide more housing in the town-centre</td>
<td>9</td>
</tr>
<tr>
<td>Improve frequency of public transport</td>
<td>A</td>
</tr>
<tr>
<td>Improve car parking availability / reduce parking charges</td>
<td>B</td>
</tr>
<tr>
<td>Provide better entertainment / leisure</td>
<td>C</td>
</tr>
<tr>
<td>Improve quality and range of cafes and restaurants</td>
<td>D</td>
</tr>
<tr>
<td>Improve pedestrian links and facilities in the town centre</td>
<td>E</td>
</tr>
<tr>
<td>Improve food store</td>
<td>F</td>
</tr>
<tr>
<td>Other (PLEASE WRITE IN)</td>
<td>G</td>
</tr>
<tr>
<td>(Don’t know)</td>
<td>H</td>
</tr>
</tbody>
</table>

Q.20 Do you or other members of your household ever come to (STUDY CENTRE) in the evenings? ONE ANSWER ONLY

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>
ASK THOSE WHO SAID ‘YES’ AT Q.20

Q.21 What do you or other members of your household do in (STUDY CENTRE) in the evening?
DO NOT PROMPT CAN BE MULTI-CODED What others?

Sports facilities 1  
Pubs / bars 2  
Restaurants 3  
Services (eg. cash tills) 4  
Takeaway food 5  
Walk about / look around 6  
Theatre 7  
Nightclubs 8  
Other (PLEASE WRITE IN) 9  
(Don’t know / varies) A

ASK ALL:

Q.22 What do you like about visiting the entertainment facilities in (STUDY CENTRE) ?
DO NOT PROMPT CODE UP TO THREE RESPONSES:

Nothing in particular 1  
Close to home / easy to get to 2  
Good theatre 3  
Good choice of restaurants 4  
Good quality of restaurants 5  
Good quality of pubs / bars 6  
Good choice of pubs / bars 7  
Good health/fitness facilities 8  
Other (PLEASE WRITE IN) 9  
(Don’t know) A  
(Don’t visit these places in (STUDY CENTRE) B

ASK ALL:

Q.23 What do you dislike about visiting the entertainment facilities in (STUDY CENTRE)?
DO NOT PROMPT CODE UP TO THREE RESPONSES:

Nothing in particular 1  
Poor choice of facilities 2  
Too expensive 3  
Unsafe / poor security / dangerous 4  
Lack of car parking 5  
Car parking charges 6  
Lack of public transport 7  
Other (PLEASE WRITE IN) 8  
(Don’t know) 9  
(Don’t visit these places in (STUDY CENTRE) A
Q.24  Do you generally feel safe walking around the (STUDY CENTRE) in the day?

**ASK ALL**

**DO NOT PROMPT. ONE ANSWER ONLY.**

Yes  
No  
Don't know

Q.25  Do you generally feel safe walking around the (STUDY CENTRE) at night?

**ASK ALL**

**DO NOT PROMPT. ONE ANSWER ONLY.**

Yes  
No  
Don't know

Q.26  Do you feel safer in the (STUDY CENTRE) than you did 12 months ago?

**ASK ALL**

**DO NOT PROMPT. ONE ANSWER ONLY.**

Yes  
No  
Don't know

Q.27  Do you feel the following would make you feel safer in the town centre?

**READ OUT. ONE ANSWER PER STATEMENT.**

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased policing/patrolling</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Increased CCTV use</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Improved street lighting</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Fewer pubs/clubs etc</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>More people living in town centre</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>More secure car parks</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Removal of shrubs/street furniture</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

**CLASSIFICATION**

**NAME:**

**ADDRESS:**

**POST CODE:**

**SEX:**

(4)

**AGE GROUP:**

(5)

Male  
Female

18 - 24 years  
25 - 34 years  
35 - 44 years  
45 - 54 years  
55 - 64 years  
65+ years  

Tel. No.
<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>(6)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>White:</strong></td>
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<td>White – British</td>
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<td><strong>Black or Black British:</strong></td>
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<td>Black – Caribbean</td>
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<tr>
<td>Black – African</td>
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<td>Black - Any other black background (PLEASE SPECIFY)</td>
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<tr>
<td>Mixed – Caribbean</td>
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<tr>
<td>White - White and black African</td>
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<td>Asian – Indian</td>
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<td>Asian – Pakistani</td>
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<td>Asian – Bangladeshi</td>
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<td>Buddhist</td>
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<td>Jewish</td>
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<td>Hindu</td>
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<td>Sikh</td>
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<tr>
<td>Muslim</td>
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<tr>
<td>Any other religion (PLEASE SPECIFY)</td>
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<tr>
<td>(Don’t know)</td>
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<tr>
<td>(Refused)</td>
<td>A</td>
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<td>(Don’t know / varies)</td>
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<td>(Refused)</td>
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<td>(Don’t know / varies)</td>
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<td>(Refused)</td>
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</table>

**Occupation of Chief Wage Earner:** 

(10)
**Household Composition:**

Number of adults: ........... (11)

No. of children 15 years and under: ........... (12)

**Day of Interview:** (13)  
Monday 1  
Tuesday 2  
Wednesday 3  
Thursday 4  
Friday 5  
Saturday 6

**Location:** (14)  
Newcastle-under-Lyme 1  
Kidsgrove 2

**Declaration:** I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him/her on any survey in the last six months.

(15) (16)

**Interviewer's Signature:** ________________________________  
**Date:**

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